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THE BUSINESS OF RUNNING A SCHOOL PAPER

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To red-blooded American boys and girls the business of running a school paper appeals with irresistible attraction. In what high school are positions on the editorial and business staffs not coveted? To those who win these appointments come the thrill of success, the joy of leadership in the student-body, the exhilaration of doing something in which all one's fellows are intensely interested.

Herein lies a great opportunity for teachers of English who wish to make their work thoroughly alive and practical. For a number of years the writer took a leading part in the supervision of the boys and girls who run a representative American school magazine—*The Pivot*, published at Central High School, Newark, New Jersey. Not only from a literary and artistic point of view but more especially from a financial point of view this paper met with decided success. To run an artistic high-school paper at a profit is, as all who have attempted it will admit, no easy task.

A codification of the rules which insured the success of *The Pivot* has been made in such a way as to be adaptable for use in any high school of average size. These rules are given below. Perhaps they will point the way to a more practical type of work in the business of running school papers elsewhere.

It will be noted that the duties of the editorial and reportorial staffs are so formulated as to provide a large number of students with systematic work in the journalism of school life, and that the work of the business staff, particularly of the staff of advertising solicitors, provides real training in salesmanship, such as will correlate the classroom work in business English and in salesmanship very directly and intimately with the throbbing life of the business world into which the boys and girls of the school must go.

The system is as follows:

DUTIES OF THE BUSINESS STAFF

- | | |
|--------------------------------------|--------------------------------------|
| 1. The business manager | 5. The circulation manager |
| 2. The assistant manager | 6. The assistant circulation manager |
| 3. The advertising manager | 7. The auditor |
| 4. The assistant advertising manager | 8. The assistant auditor |

1. The business manager is responsible for the financial success of the school paper, and should see that advantageous contracts are secured for printing, engraving, and supplies; that advertising space is sold in sufficient quantity and at sufficient rates to pay for a publication that will compare favorably in size and in artistic quality with the best high-school publications in the country; and that the work of distributing the paper and auditing the records is done in an efficient manner.

2. The assistant business manager is the personal assistant of the business manager, and should see that all copy, both editorial and advertising, is promptly delivered to the printer or linotypist; that all material for cuts is promptly delivered to the engraver; that proofs are promptly brought to the managing editor and returned with directions to the printer; that the proper number of copies is ordered; that the paper goes to press on time; and that the issue is ready for distribution on the day announced.

3. The advertising manager is responsible for the maintenance of an adequate organization of advertising solicitors, and should see that possible advertisers are systematically and dynamically urged to buy advertising space in the school paper; that advertising proof-sheets are duly corrected; and that an advertising dummy is properly made up and delivered to the managing editor on a regular day each month.

4. The assistant advertising manager is the personal assistant of the advertising manager in carrying on the activities of the department.

5. The circulation manager is responsible for the successful sale of each issue, and should see that monthly posters are displayed

throughout the school several days in advance of the date of publication; that the proper number of copies is received from the binder; that advance copies are delivered to the local newspapers for review; and that the issue is quickly and systematically distributed to students, teachers, alumni, advertisers, prominent citizens, and editors of exchanges; that returns are promptly made; and that all money received is promptly turned over to the auditor to be counted.

6. The assistant circulation manager is the personal assistant of the circulation manager in pushing the sale of the paper and in caring for the details of distribution.

7. The auditor is responsible for the character of all records, and should see that bills for printing, engraving, and supplies are correctly audited and properly discounted before being presented to the school treasurer for payment; that bills for advertising are duly collected; that every copy of the school paper is accounted for; that all money received is counted and systematically turned over to the school treasurer; that an adequate system of card records is kept of the work of advertising solicitors; and that graphic reports are prepared month by month, showing the rise or fall in the amount of advertising space, the rise or fall in paid and unpaid circulation, and the general rise or fall of receipts and expenditures, indicating the exact profit or loss.

8. The assistant auditor is the personal assistant of the auditor in the work of gathering and preparing material for records.

SUGGESTED ADVERTISERS FOR FIRST ATTACK

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|-----------------------|-------------------------------|
| 1. Banks | 9. Opticians |
| 2. Department stores | 10. Haberdashers |
| 3. Jewelers | 11. Photographers |
| 4. Florists | 12. Sporting-goods dealers |
| 5. Business colleges | 13. Electrical-supply dealers |
| 6. Typewriter dealers | 14. Hardware dealers |
| 7. Tailors | 15. Theaters |
| 8. Music teachers | 16. Confectioners |

DATES AGREED UPON

Publication: The first of each school month, or as soon thereafter as possible.

Editorial copy due: The tenth day of the month preceding issue.

Advertising dummy due: The fifteenth day of the month preceding issue

DUTIES OF THE EDITORIAL STAFF

- | | |
|-----------------------------------|-----------------------------------|
| 1. The managing editor | 7. The sporting editor |
| 2. The assignment editor | 8. The assistant sporting editor |
| 3. The editorial critic | 9. The magazine editor |
| 4. The assistant editorial critic | 10. The assistant magazine editor |
| 5. The city editor | 11. The staff artist |
| 6. The assistant city editor | 12. The staff photographer |

1. The managing editor is responsible for the success of the paper as a literary and artistic mirror of the life of the school, and should see that timely copy is prepared for the linotypist and the printer, that all material for line-cuts and half-tones is prepared for the engraver, that the galley-proofs are corrected, that the dummy is artistically made up, that the page-proofs are finally O.K.'d, and that the monthly poster is written and proofread.

2. The assignment editor is the personal assistant of the managing editor in caring for the details of supervision, and should see that a systematic record is kept of all assignments given to members of the editorial and reportorial staffs, and that each assignment is duly accounted for.

3. The editorial critic is responsible for all editorial comment, for the systematic criticism of all talks given in the auditorium, for the critical review of student plays, debates, exercises, and the like, and for the critical examination of exchanges, with a view of keeping the managing editor posted as to new ideas found in other school papers.

4. The assistant editorial critic is the personal assistant of the editorial critic, and should help especially in keeping an accurate record of talks in the morning forum.

5. The city editor is responsible for the gathering and editing of news about all school activities except athletics, and should see that every club, classroom, school department, or other organization of interest to the student-body is adequately and systematically

represented, and that an honor roll in scholarship is prepared each month.

6. The assistant city editor is the personal assistant of the city editor in caring for the details of news-gathering and should be ready to cover special assignments in co-operation with the members of the reportorial staff.

7. The sporting editor is responsible for the gathering and editing of news about all athletic activities of the school, and should see that every athlete, team, squad, club, or other source of sporting interest in the school is adequately and systematically represented.

8. The assistant sporting editor is the personal assistant of the sporting editor, and should share the work of the department as the sporting editor may designate.

9. The magazine editor is responsible for the gathering and editing of literary and humorous matter. This includes original stories by students or alumni; special articles by students, teachers, alumni, or outsiders qualified to speak with authority about matters of interest to the student-body; original poems by students, teachers, or alumni; periodical essays or diaries of a satirical character; humorous personal items about students only; original jokes pertaining to school life; and exceptionally good bits clipped from exchanges, as designated by the editorial critic. To facilitate the work of the magazine editor, contribution boxes should be maintained in all study-halls and English recitation rooms, and the teachers in charge of these rooms should be asked to co-operate in the matter of obtaining good contributions.

10. The assistant magazine editor is the personal assistant of the magazine editor in caring for the details of gathering and editing the material of the department.

11. The staff artist is responsible for the artistic character of the school paper, and should prepare each month, in accord with the plan of the managing editor, a cover design and a set of cartoons or sketches.

12. The staff photographer is responsible for the gathering of timely pictures of interest to the student-body. Such pictures include snapshots taken at athletic contests; photographs of individual athletes, teams, and squads; of student-organization

officers; of class officers; of club officers; of the members of debating teams; of faculty advisers; of scenes in student plays; and any photographs of interest in connection with special articles to be used by the magazine editor. The extent of the staff photographer's work will depend on the financial resources of the school paper, as half-tone engravings are expensive.

THE REPORTORIAL STAFF AND FLOOR-MANAGERS

There should be a reporter in every classroom in the school, and on each floor there should be a floor-manager, whose duty it is to know personally the reporters on his floor, and to give them suggestions and assistance in the preparation of personals and news items, and to encourage a spirit of rivalry and enthusiasm among the members of his group. He should pay particular attention to those rooms where the circulation of the school paper is low, and should co-operate with the business staff by seeing that material of special interest to such rooms appears in succeeding issues of the school paper.

Reporters should cover all assignments as directed, and should keep in touch with the assignment editor. They should learn to typewrite their copy in newspaper style. It is from the ranks of the reporters that members of the editorial staff have to be chosen. Any student who is good in his English work may become a reporter upon recommendation of his home-room teacher.

Ambitious students in the lower grades should see the managing editor for general advice in connection with working for the school paper, the editorial critic if they have ideas for good editorials, the city editor if they wish to report on school news, the sporting editor if they wish to report on athletics, and the magazine editor if they wish to hand in stories.